English for Tourism Personnel

Unit 1
Selling Dreams

Dream Vacations

What kinds of ‘dream’ could be …?

Selling the Hawaiian Dream

Selling the Hawaiian Dream

1. What question should the survey ask travellers?
   : Where would you take your favourite person on vacation if money was no of importance to you?

2. What did the survey show about Hawaii?
   : It showed that Hawaii was their number one destination.

Selling the Hawaiian Dream (Cont.)

3. The markets that are important for the tourism industry in Hawaii:

    1. USA (West coast)
    2. USA (East coast)
    3. Japan
    4. Canada
    5. Oceania

USA

West Coast

East Coast

Selling the Hawaiian Dream (Cont.)

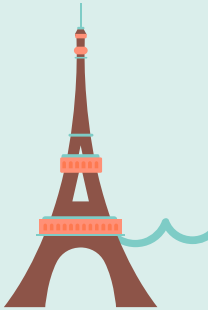
4. The profile of two types of luxury traveller:
    a. Rich baby boomers are typically well-travelled and demanding about the experience they want.
    b. Young professionals have money but very little free time.
5. What does the special Hawaii travel agent programme teach agents to do?
    : They learn to match the right island and its unique attractions to the clients interests.

Vocabulary (verbs and nouns)

boom demand launch market package tour

1.1 There's a package waiting for you in reception.
1.2 The role of a tour operator is to package transport, accommodation and activities into one product.

1.1 There's a package (n.) waiting for you in reception.
1.2 The role of a tour operator is to package (v.) transport, accommodation and activities into one product.

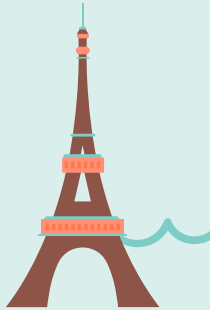


Vocabulary (verbs and nouns)

boom demand launch market package tour

2.1 The _____ for cruises aimed at the under-40s segment is growing.
2.2 In order to _____ the destination, we need to identify its' unique features and selling points.

2.1 The market (n.) for cruises aimed at the under-40s segment is growing.
2.2 In order to market (v.) the destination, we need to identify its' unique features and selling points.

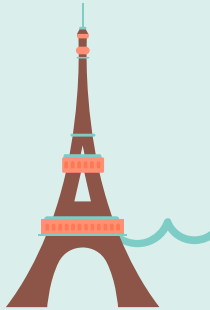


Vocabulary (verbs and nouns)

boom demand launch market package tour

3.1 The programme includes a guided _____ around the Kennedy Space Center.
3.2 The Japanese group wish to _____ around Europe for two weeks.

3.1 The programme includes a guided tour (n.) around the Kennedy Space Center.
3.2 The Japanese group wish to tour (v.) around Europe for two weeks.

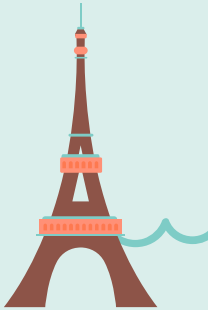


Vocabulary (verbs and nouns)

boom demand launch market package tour

4.1 The _____ in eco-tourism has created job opportunities.
4.2 The Chinese market will probably continue to _____ over the next ten years.

4.1 The boom (n.) in eco-tourism has created job opportunities.
4.2 The Chinese market will probably continue to boom (v.) over the next ten years.

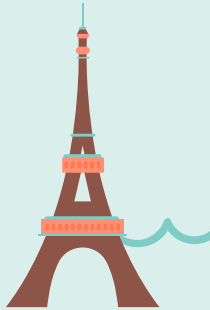


Vocabulary (verbs and nouns)

boom demand launch market package tour

5.1 I _____ to see the manager now. I will not take ‘no’ for an answer.
5.2 Like every industry, tourism is based on supply and _____.

5.1 I demand (v.) to see the manager now. I will not take ‘no’ for an answer.
5.2 Like every industry, tourism is based on supply and demand (n.).

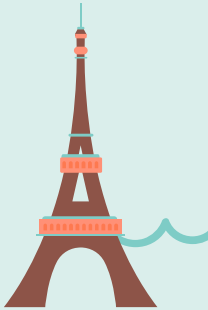


Vocabulary (verbs and nouns)

boom demand launch market package tour

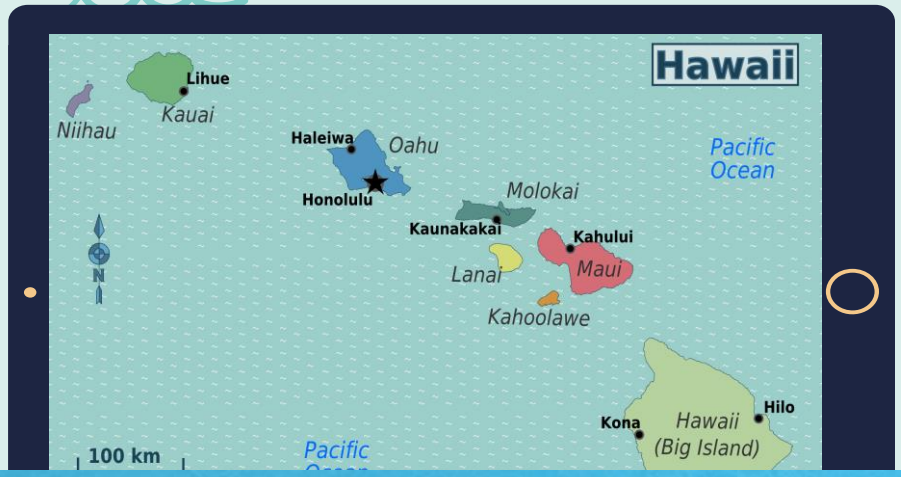
6.1 They have decided to _____ a new advertising campaign to boost sale.
6.2 Journalist have been invited to the _____ of the tour operator's own TV channel.

6.1 They have decided to launch (v.) a new advertising campaign to boost sale.
6.2 Journalist have been invited to the launch (n.) of the tour operator's own TV channel.



Tropical Paradise

Tropical Paradise



1. Vocabulary (descriptive adj. + N.)

Your first trip to Hawaii

tropical paradise	spectacular Kilauea volcano
snow-capped mountains	off-the-beaten-track destinations
dramatic cliffs	secluded beaches
exotic wildlife	isolated villages
clear blue waters	romantic escapades
unspoiled tranquillity	unique islands

Kauai

dramatic cliffs

snow-capped mountain

Kauai
Wildlife

Waikiki beach on Oahu

clear blue waters

Lanai and Molokai

unspoiled tranquillity

Jaggar Museum
Kilauea caldera wall
Hawaii's Big Island
Lowest part of down-dropped block
Inactive north vent
Smaller islands
Active west vent
80 m (262 ft)
Main island
Lava lake surface

spectacular Kilauea Volcano

OFF THE BEATEN PATH®
HAWAII
A GUIDE TO UNIQUE PLACES
off-the-beaten-track destinations

surfing

snorkeling

getting suntan
(sunbathing)

kayaking

1. Vocabulary (descriptive adj. + N.)

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tropical paradise	spectacular Kilauea volcano
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unspoiled tranquillity	unique islands

3. Match the nouns and adjectives

accommodation beach mountains road village volcano

beach (n.)

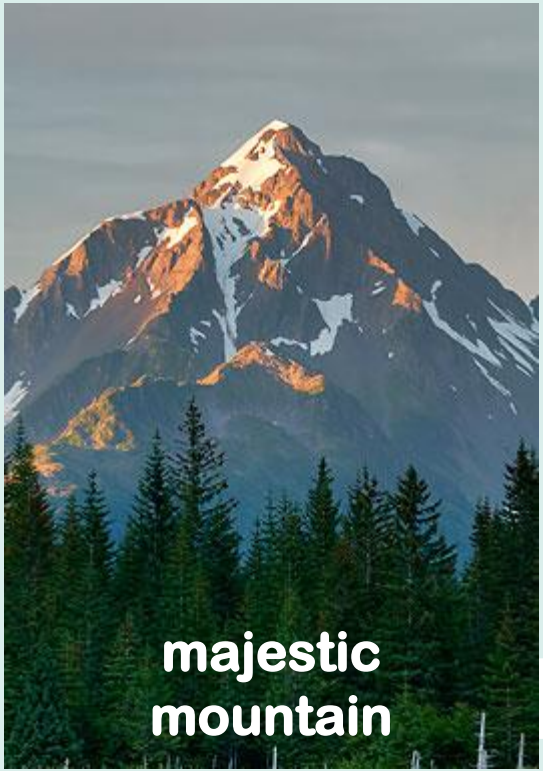
- sandy (adj.)
- deserted (adj.)
- golden (adj.)

3. Match the nouns and adjectives

accommodation beach mountains road village volcano

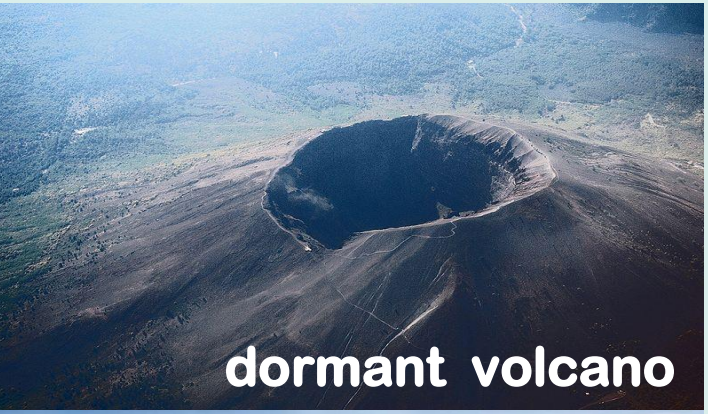
mountains (n.)

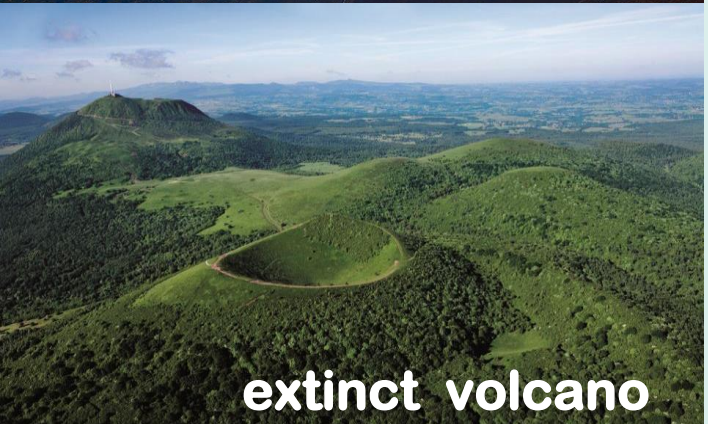
- spectacular (adj.)
- surrounding (adj.)
- majestic (adj.)

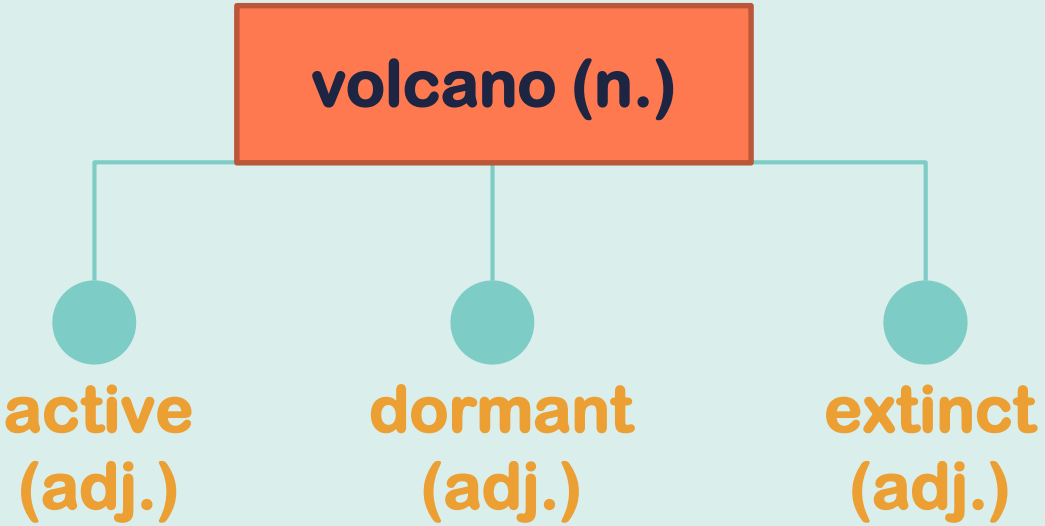


3. Match the nouns and adjectives

accommodation beach mountains road village volcano







3. Match the nouns and adjectives

accommodation beach mountains road village volcano

village (n.)

- remote (adj.)
- pretty (adj.)
- quiet (adj.)

3. Match the nouns and adjectives

accommodation beach mountains road village volcano

spacious hotel room

accommodation (n.)

- luxurious (adj.)
- comfortable (adj.)
- spacious (adj.)

3. Match the nouns and adjectives

accommodation beach mountains road village volcano

road (n.)

- steep (adj.)
- scenic (adj.)
- winding (adj.)

steep road

winding road

5. Put the adj. in the right places.

1. ~~quiet~~ active volcano
2. ~~active~~ ...beaches, some of which are deserted...
3. ~~luxurious~~ steep winding road
4. ~~surrounding~~ luxurious villas
5. ~~steep~~ quiet villages
6. ~~deserted~~ surrounding mountains

Koh Samui Wedding

Make the extract more attractive
Replace the words in *italics*
with the words from the box
(as homework)

6. Replace the right adj. to made the extract more attractive to reader.
Koh Samui Wedding

1. ~~different~~ exotic destination
2. ~~nice~~ white sandy beaches
3. ~~decent~~ luxury hotel
4. ~~of a high standard~~ are second to none…
5. ~~lovely~~ perfect place

6. Replace the right adj. to made the extract more attractive to reader.
Koh Samui Wedding

6. ~~clear~~ sparkling lagoon
7. ~~green~~ lush tropical garden
8. ~~high~~ cascading waterfalls
9. ~~good~~ spectacular views
10. ~~pleasant~~ scenic walks

Professional skills: Marketing

Selling Dreams: Marketing mix

The four Ps

Product is, in fact, a product or a service:

- tangible: the actual food and drink served in a hotel restaurant

- intangible: the work/service of a waitress or bar staff serving a customer or the job of housekeeping

- perishable: a hotel room or airline seat after the specified date

Selling Dreams: Marketing mix

The four Ps

Place means deciding how the product will be distributed and where people will buy it:

- in the past: sold through travel agents – travellers received an envelope full of documents such as a letter of confirmation, flight tickets and hotel vouchers

- at present: book online directly with the operator or airline

Selling Dreams: Marketing mix

The four Ps

Promotion means more than just advertising, customers need to be told that the product exists:

- direct marketing:

direct mail, websites, advertisements on TV and in the press, telemarketing, point-of-sale material (tour operator brochures)

- sales promotions:

offering discounts, promotional codes and loyalty programmes, e.g. airmiles

Selling Dreams: Marketing mix

The four Ps

Price is the actual cost of a package and it is the customer's benefits to preserve:

- value for money: perceived benefits must be greater than the costs

- competition:

the price needs to be slightly cheaper or more or less the same as the price charged by the nearest competitor offering a similar product or service

Thank You

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